# Location-Based Services

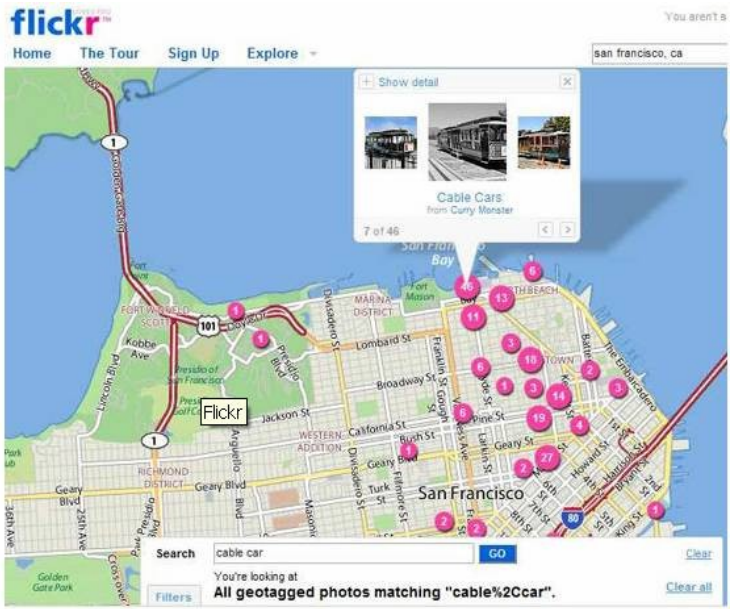
## HQ AMC/A6OS Cyber Surety

# Location-Based Services

- Location-based services (LBS) are an information and entertainment service, typically accessible with mobile devices that utilize geographical positioning
  - Geotagging
  - Check-in services
  - Proximity-based systems

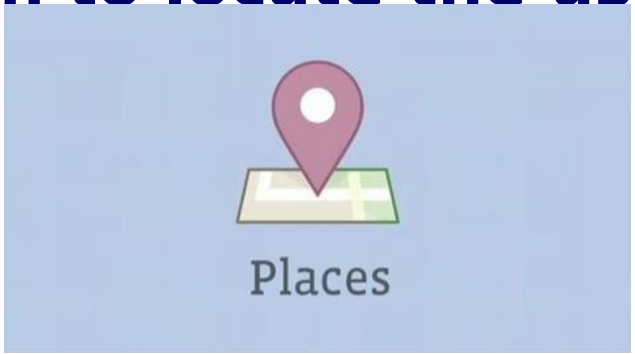
# Geotagging

- **Geotagging is the process of adding geographical identification metadata to various media such as photographs, video, websites, SMS messages, or RSS feeds**
  - **Social networking sites (Twitter, Facebook)**
  - **Smart phones (iPhone, And**
  - **Digital Cameras**



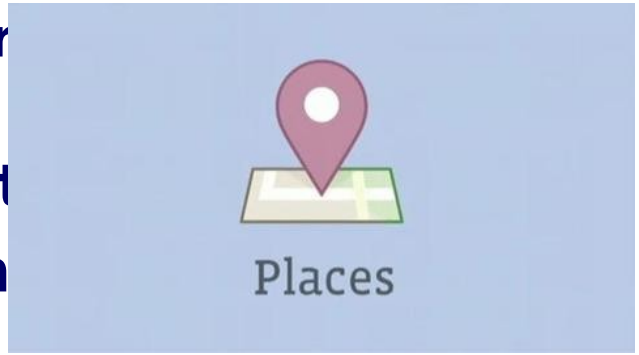
# Social Check-in Services

- **Social Check-in Services allow users to "check-in" to physical locations using GPS or cellular triangulation to locate the user**
  - **Facebook Places**
  - **Foursquare**
  - **Gowalla**



# Facebook Places

- Places is a Facebook feature that allows users to see where their friends are and share their real world location
- Places can be accessed from the iPhone Facebook app or the Facebook web interface on other mobile devices
  - Uses GPS or cellular triangulation to “check-in” to locations identified in the Facebook location database
  - Users can create new locations for they visit via the web interface
- Places is intended to allow users t notify Facebook friends where th are and what they are doing



# Facebook Places

- **What you need to know:**
  - **Places does NOT automatically post your location**
  - **By default location information is only available people on your friends list**
  - **Friend's Places updates can be blocked from your News Feed if you don't want to see the updates**
  - **Anytime you post location information on the Internet there is the potential for misuse or abuse**
  - **A breach of Facebook's security could result in your location data being stolen and analyzed**

**Always think OPSEC when deciding if and when to use location based check-in services**

# Proximity Based Systems

- Proximity based systems allow users to access services, such as payment systems or custom advertisements, by being in close physical proximity to a transmitter
  - Bluetooth
  - Radio-frequency Identification (
  - Near-field communication (NFC

Bluetooth®

# Questions

## Please contact AMC/A6OS Cyber Surety DSN 779-6298